

ABSTRACT OF THE DISCLOSURE**TARGETED MARKETING OVERLAYS FOR DIGITAL VIDEO RECORDERS**

A method for storing a television program in a Digital Video Recorder (DVR) and modifying the marketing in the television program to the user's location. The software embodiment of the present invention is a Rules Engine located in the DVR. The DVR records the television programming and the Rules Engine sends a program ID and a user ID to the service provider. A service provider program (SPP) receives the program ID and user ID and determines the user's location from the user ID. The SPP acquires local marketing content specific to the user's location based on the user ID and the marketing ID. The SPP sends the local marketing content back to the Rules Engine. The Rules Engine then modifies the marketing in the recorded television programming with the local marketing content and displays the television programming upon user request.